

**Marketing:
Wholesale Operations**

Course Code # 5020

½ Credit _____ 1 Credit _____ 2-3 Credits _____

School Year _____

Term: _____ Fall _____ Spring

Standards to be completed for ½ credit are identified with one asterisk (*).
Additional standards to be completed for 1 credit are identified with two asterisks (**). A work-based component for 2-3 credits is identified by three asterisks (***).

Student: _____	Grade: _____
Teacher: _____	School: _____
# of Competencies in Course: ½ credit = 29, with Work-Based Learning = 33, 1 credit = 33, WWBL = 37	
# of Competencies Mastered: _____	
% of Competencies Mastered: _____	

***Standard 1.0 The student will examine the relationship of wholesaling to the overall marketing process.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Examine the role of wholesalers in the marketing mix (product, place, price and promotion)			
1.2	Evaluate how the wholesaling industry is impacted by the status of the U.S. and global economies			
1.3	Analyze the impact of technology on the wholesale industry			

***Standard 2.0 The student will distinguish between the functions of wholesaling in the channels of distribution.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Analyze the major wholesaling functions			
2.2	Discuss special issues related to wholesaling functions			
2.3	Appraise wholesaling functions for marketing businesses			

***Standard 3.0 The student will compare types of wholesalers.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Identify the types of wholesalers			
3.2	Identify the types of industries that utilize wholesalers in their channel of distribution			
3.3	Categorize the types of wholesalers based on the ownership of goods they market			
3.4	Assess the benefits of ownership versus non-ownership of goods			

****Standard 4.0 The student will analyze the services offered by wholesalers to customers and suppliers.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Assess and describe the services offered to the customers by wholesalers			
4.2	Assess and describe the services offered to the suppliers by wholesalers			

****Standard 5.0 The student will appraise career opportunities in wholesale marketing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Identify career opportunities in the wholesale industry			
5.2	Evaluate the educational and technological skills required of workers in the wholesale industry			

***Standard 6.0 The student will gain an understanding of economic concepts and principles in a global economy.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Differentiate between the types of economic systems including the interrelationship of business, government and individuals			
6.2	Assess economic concepts globally			
6.3	Analyze the free enterprise system			
6.4	Examine economic indicators and business cycles			
6.5	Demonstrate a knowledge of international trade			
6.6	Evaluate the relationship of cost/profit to supply and demand			
6.7	Evaluate the effects of monetary and fiscal policies on economic decisions			

6.8	Examine the relationship of values/beliefs to economic goals		
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***Standard 7.0 The student will apply organizational and leadership skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Demonstrate a knowledge DECA			
7.2	Utilize critical thinking in decision-making situations			
7.3	Identify and develop personal characteristics needed in leadership situations			

*****Standard 8.0 The student will analyze how wholesale operation principles are applied in a specific work-based learning experience.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Apply principles of wholesaling to a work-based situation			
8.2	Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities			
8.3	Evaluate and apply principles of ethics as they relate to the work-based experience			
8.4	Employ the principles of safety to the work-based experience			

***Standard 9.0 The student will apply and relate academic subject matter integration to wholesaling.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
9.1	Compose written reports using correct language and format			
9.2	Design an oral presentation using appropriate communication and language art skills			
9.3	Formulate costs relating to wholesaling using mathematical formulas			
9.4	Interpret spoilage factors related to wholesaling using basic science principles			
9.5	Understand the importance of chemistry and biology as they relate to storage and transportation of goods			
9.6	Evaluate geographic, psychographic, and economic factors relating to wholesaling using social studies foundations			
9.7	Apply basic computer and business education principles to the wholesaling industry			
9.8	Utilize the principles of art in preparing visual presentations			

Additional comments:
